



USDA/FAS TRADE SHOW TIDBITS

JULY 2008

HAVE A GREAT 4th!



If you want your business to sizzle, visit our What's Hot page at <http://www.fas.usda.gov/agexport/TS/WhatsHot.html> and our 2-year calendar http://www.fas.usda.gov/agx/trade_events/trade_events.asp for upcoming events!

TIP OF THE MONTH



Who wouldn't like to hit a home run every time? We want to coach you on how to improve your game when you participate at trade shows.

Tip #1 -- **Select the Right Show.**

Have a solid plan in place by first determining your company's market, sales goals and promotional objectives.

To learn more, we encourage you to read this short, but very informative, article:

http://www.proexhibits.com/news_articles/news60.html?keepThis=true&TB_iframe=true&height=650&width=520

TALKING ABOUT BRAZIL



FAS Sao Paulo and the U.S. Commercial Service are working together to promote imports of U.S. consumer-oriented products into Brazil. They are looking for upscale products that would be considered innovative, gourmet, health-oriented, or organic with a shelf life of at least 6 months. Products will be

featured in a catalog that will be distributed to potential buyers. FAS Sao Paulo will help match interested buyers and sellers and assist U.S. companies with getting products into Brazil. For more information, contact Fabiana Fonseca (Tel: 5511 5186 7387) or Katty Corrente (Tel: 5511 5186 7462) or email Fabiana.Fonseca@usda.gov or Katty.Corrente@usda.gov.

ASIAN ACCENTS



Food Ingredients Asia (Sept. 24-26, 2008) Bangkok, Thailand.

Recognized as the top meeting place for food ingredient suppliers, Fi Asia 2007 welcomed over 200 exhibitors from 54 countries and attracted 7,271 food professionals from the entire Southeast Asia region. Best market prospects include specialty food ingredients, bakery, and snack ingredients. Contact Sharon.Cook@usda.gov or call 202-720-3425.

Health Ingredients (Hi) Japan (Oct. 15-17, 2008) Tokyo. Japan continues to have a growing demand for foods that promote a healthier lifestyle. With over 40,000 food-processing companies it is one of the top markets for food ingredients, especially those that offer health benefits. Last year, over 41,000 trade visitors attended this event. Products with the best market prospects include functional and natural food ingredients, organic food ingredients, ingredients related to beauty and aging, plant extracts and honey, and fermentation products such as brewed food ingredients. Visit

www.hijapan.info/en/. For more info, contact Anne.Almond@usda.gov or call 202-690-2853.

IFE India (Dec. 2-4, 2008)

New Delhi – NEW! Information will be provided soon on this newly-endorsed event. Contact Tobitha.Jones@usda.gov or call 202-690-1182.

Food & Hotel China (Dec. 4-6, 2008) Shanghai. This event is one of the largest food and beverage and hospitality shows in Asia, attracting exhibitors from around the world and 16,000 buyers from the entire region. China is the largest food market in the world. This event provides an opportunity to meet China's leading distributors. Best market prospects include non-alcoholic beverages, canned and processed foods, confectionery, dairy products, food ingredients, fresh produce, gourmet food, health food, meat and poultry, seafood, wines, spirits, and beers. Visit www.fhcchina.com. For more info, contact Tobitha.Jones@usda.gov or call 202-690-1182.

LATIN SWING



Abastur (Sept. 10-12, 2008) Mexico City, Mexico – NEW DATE! Abastur is considered to be one of the largest trade shows for the hospitality industry in Mexico City. In 2007, over 21,000 visitors, including top buyers and

importers, attended the event. Best market prospects include beef, pork, dairy products, seafood, poultry products, snacks, food ingredients, fruit and vegetable juices, sauces and other condiments, fresh and processed fruits and vegetables, alcoholic and non-alcoholic beverages, vegetable oils, frozen products, sugar and sweeteners, herbs and spices. Contact

Tobitha.Jones@usda.gov

or call 202-690-1182.

IFE Americas Food & Beverage Show (Sept. 24-26, 2008) Miami, Florida.

The Americas Food & Beverage Show is a unique hemispheric event that gives you exposure to U.S., Caribbean, Mexican, Central and South American buyers. Last year there were 242 U.S. companies exhibiting, reporting sales of \$58 million. Products most sought were grocery products, juice and beverages, exotic foods, meat, poultry and seafood. For more information, contact Pamela.Sherard@usda.gov or call 202-720-7409. You may also visit www.americasfoodandbeverage.com/.

EUROPE AND RUSSIA



World Food Moscow (Sept. 23-26, 2008) Russia.

This event offers an excellent opportunity to introduce U.S. food products in Russia, one of the world's fastest growing markets. Last year, this 4-day show drew 1,320 exhibitors from 53 countries and attracted more than 53,000 importers, wholesalers, retailers, and processors

from all parts of Russia and from many neighboring countries. The main USA Pavilion will be located in the General Food & Drink Sector, and there will also be a Pavilion in the Seafood Sector and in the Fruit & Vegetable Sector. Best market prospects include meat and poultry, fish and seafood, dried and fresh fruits, nuts, food ingredients, snacks, confectionery, prepared/canned foods, wines, dry beans and lentils, and popcorn. Contact

Sharon.Cook@usda.gov or call

202-720-3425.

Health Ingredients (Hi) Europe (Nov. 4-6, 2008) Paris, France.

Health Ingredients Europe (HiE) alternates with Food Ingredients Europe (FiE) in various European cities. HiE 2008 is going to be the focus for sellers and buyers of all kinds of health ingredients, from nutraceuticals to cosmoceuticals and from organic constituents to complex functional foodstuffs. HiE 2006 welcomed over 440 exhibitors and attracted more than 9,000 attendees. Contact

Sharon.Cook@usda.gov or call

202-720-3425.

Sirha (Jan. 24-28, 2008) Lyon, France.

This biennial event has become *the* international event for the foodservice sector. Sirha is the trendiest show in the foodservice sector with attention-grabbing cooking contests, the world famous Bocuse d'Or, and the World Pastry Cup. Sirha 2007 attracted 1,985 international exhibitors from 26 countries. Approximately 133,000 decision makers attended, including 14,000 international visitors from 106 countries. Best market opportunities include fish and seafood, meat, fruits and vegetables, fruit juices and soft drinks, wines, sauces and salad dressings, spices, dried fruits and nuts,

frozen foods, ethnic food products, breakfast cereals, rice, pulses, and desserts. For more information, contact Sharon.Cook@usda.gov or call 202-720-3425.

EXPLORING AFRICA



Food Ingredients (Fi) Africa **(Jan. 2009) Johannesburg,** **South Africa – NEW!**

Information will be provided soon on this newly-endorsed event.

Contact Tobitha.Jones@usda.gov or call 202-690-1182.



S-U-C-C-E-S-S

\$9.4 Million in Sales Projected at SIAL China! On May 14-16, 2008, SIAL China was held in Shanghai, China. Over 22,000 trade visitors attended the show, resulting in 411 promising contacts for U.S. exhibitors. U.S. companies reported \$9.4 million in 12-month projected sales. Products that generated interest included almonds, raisins, walnuts, organic foods, snacks, wines, dairy products, baking ingredients, processed fruits, vegetables, seafood, and frozen pork/poultry. The next event is scheduled for May 19-21, 2009.